

Message Text

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INFO OCT-01 ARA-16 ISO-00 EB-11 RSC-01 /029 R

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DRAFTED BY: CGENDREAU:OIM/PD/RCS-216

APPROVED BY: EB/OCA/REP:LAKLIEFORTH

OIM/LAD,BCAHILL,RMD

OIM:EWADE

OIM:AASHENDORF

ARA/EC-SFOUTS

EB/BR-JNESVIG

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P R 111525Z JUN 74

FM SECSTATE WASHDC

TO AMEMBASSY CARACAS PRIORITY

AMEMBASSY LIMA PRIORITY

AMEMBASSY QUITO PRIORITY

INFO AMEMBASSY MEXICO BY POUCH

UNCLAS STATE 123124

E.O. 11652: N/A

TAGS: BEXP, VE, PE, EC

SUBJECT: MARKET RESEARCH GENERAL MARKET SURVEY: ECUADOR &
PERU

REF: (A) STATE A-1716, FEB. 18, 1972, (B) STATE A-891, JAN.
27, 1972

SUMMARY EMBASSIES CARACAS, LIMA AND QUITO ARE REQUESTED TO SOLICIT
BIDS FOR GENERAL MARKET SURVEYS IN ECUADOR AND PERU. RESEARCH
SPECIFICATIONS AND PROCEDURAL INSTRUCTIONS ARE PROVIDED.

1. TO SUPPORT AN ANTICIPATED INCREASE IN EMPHASIS IN U.S.G.
EXPORT PROMOTION ACTIVITIES RESPECTING ECUADOR AND PERU THERE
IS AN EARLY NEED TO INITIATE ACQUISITION OF SYSTEMATIC MARKET
INFORMATION IN THESE COUNTRIES. SUCH DATA WILL MATERIALLY
ASSIST IN PROMOTIONAL PROGRAM PLANNING AND CONCURRENTLY PROVIDE
MARKETING INFORMATION DIRECTLY USEFUL TO THE U.S. BUSINESS
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COMMUNITY. ACCORDINGLY, IT IS PROPOSED TO CONTACT, PRIOR TO
JUNE 30, 1974, FOR A GENERAL MARKET SURVEY IN EACH SUBJECT
COUNTRY. CONTRACT AWARDS ARE, HOWEVER, CONTINGENT ON THE AVAIL-
ABILITY OF APPROPRIATE FUNDS PRIOR TO JUNE 30.

2. RANGE OF PROSPECTIVE BIDDERS/CONTRACTORS APPEARS MOST PROMISING AT CARACAS. WE HAVE NO EXPERIENCE WITH OR DIRECT KNOWLEDGE OF CONSULTANTS AT QUITO AND LIMA. HOWEVER, RECOGNIZING ADVANTAGES POSSESSED BY FIRMS RESIDENT IN COUNTRY OF SURVEY, IT IS REQUESTED THAT (IN ADDITION TO CARACAS), LIMA AND QUITO UNDERTAKE AT THEIR DISCRETION TO SOLICIT BIDS FROM QUALIFIED CONSULTANTS. BIDS ARE TO BE SOLICITED IN ACCORDANCE WITH POST PRACTICE UNDER WAIVER PROVIDED BY 2FAM 830 (A).

3. IT IS HOPED AWARD (S) CAN BE MADE, CONTRACTS EXECUTED AND FUNDS OBLIGATED PRIOR TO JUNE 30. THIS CONSTRAINT TOGETHER WITH LACK OF PRIOR CONTRACTUAL/PROCEDURAL EXPERIENCE WITH CONSULTANTS AT LIMA AND QUITO MAY EFFECTIVELY PRECLUDE PROSPECT OF TIMELY COMPLETION OF BID/REVIEW/AWARD PROCEDURES AT THOSE POSTS. THUS, ACTION ADDRESSEES OTHER THAN CARACAS REQUESTED TO CABLE WITHIN TWO DAYS RECEIPT OF THIS MESSAGE WHETHER THEY WILL APPROACH QUALIFIED POTENTIAL BIDDERS IF SUCH CAN BE IDENTIFIED.

4. IN VIEW NUMBER OF KNOWN POTENTIAL BIDDERS AT CARACAS, HENRY WATTS, ASSIGNED AS MRO AT MEXICO CITY, IS NOW IN CARACAS TO ASSIST IN ASSESSING PROSPECTIVE BIDDER QUALIFICATIONS, DISCUSS REQUIREMENTS WITH THEM AND TO EVALUATE BIDS. SHOULD OTHER POSTS PROCEED WITH BID SOLICITATION, EVERY CONSIDERATION WILL BE GIVEN TO POSSIBILITY OF HIS DETAIL TO ONE OR OTHER POSTS FOR SIMILAR FUNCTIONS. THIS MAY, HOWEVER, BE PRECLUDED BY TIME LIMITATIONS.

5. RESEARCH DESIGN. A GENERAL SURVEY IS TO BE PREPARED FOR EACH COUNTRY, EACH COMPRISED OF FIVE SEPARATE MARKET SECTOR STUDIES EACH FOCUSED ON A SINGLE GROUP OF RELATED PRODUCTS (PRODUCT CATEGORY). AS DETAILED HEREIN, THERE IS PROVIDED FOR EACH COUNTRY A LIST OF PRODUCT CATEGORIES. THESE REPRESENT CAPITAL EQUIPMENT GROUPS RESPECTING WHICH THE U.S. IS BELIEVED TO BE GENERALLY COMPETITIVE, WHICH HAVE BEEN IDENTIFIED AS BEST PROSPECTS OR REGARDING WHICH U.S. SUPPLIERS HAVE EXPRESSED PARTICULAR INTEREST VIS-A-VIS THE SUBJECT MARKETS.
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6. AS FIRST STAGE IN SURVEY, CONTRACTOR IS TO SCREEN SPECIFIED PRODUCT CATEGORIES TO DETERMINE WHICH (5) MERIT PREPARATION OF MARKET SECTORS STUDIES CONSTITUTING COUNTRY SURVEY. THIS IS TO BE A COMPARATIVE APPLICATION OF CRITERIA INTENDED TO ELIMINATE THOSE WHICH APPEAR TO HOLD RELATIVELY LESS PROMISE FOR INCREMENTAL U.S. EXPORT SALES TO THE MARKET OR FOR USG EXPORT PROMOTION ACTIVITIES. THIS EXERCISE IS TO BE COMPLETED WITHIN FOUR WEEKS OF DATE OF CONTRACT SIGNATURE. RESULTS THEREOF ARE TO BE SUBMITTED TO THE CONTRACTING POST AS A WRITTEN REPORT (3 COPIES) DETAILING THE RATIONALE UNDERLYING THE SELECTION AND/OR ELIMINATION OF GIVEN CATEGORIES.

7. CONTRACTOR NOT ABSOLUTELY CONSTRAINED BY SPECIFIED PRODUCT

CATEGORIES: IF IN COURSE PRELIMINARY SCREENING, OTHER PRODUCT GROUPS ARE IDENTIFIED WHICH APPEAR TO HOLD MARKET PROSPECTS OVER NEXT THREE TO FIVE YEARS, CONTRACTOR MAY SO RECOMMEND. HOWEVER, TO BE CONSIDERED SUCH RECOMMENDATIONS MUST BE ACCOMPANIED BY A CONTRACTOR-PREPARED PRODUCT CATEGORY DISCRIPTION (SEE BELOW). UPON COMMERCE APPROVAL OF FINAL PRODUCT CATEGORY SELECTION CONTRACTOR IS TO INITIATE PREPARATION OF THE 5 MARKET SECTORS STUDIES.

PRODUCT CATEGORIES

8. FOLLOWING ARE DESIGNATED PRODUCT CATEGORIES:

ECUADOR

A. FISHING AND FISH PROCESSING INDUSTRY EQUIPMENT

B. ELECTRICITY GENERATING & SWITCHING EQUIPMENT

C. AGRICULTURAL MACHINERY & EQUIPMENT

D. PETROCHEMICAL AND CHEMICAL INDUSTRY EQUIPMENT

E. FOOD PROCESSING AND PACKAGING EQUIPMENT

F. CONSTRUCTION EQUIPMENT

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G. BUSINESS EQUIPMENT & SYSTEMS

H. EARTHMOVING & MINING MACHINERY

I. METALWORKING & FINISHING EQUIPMENT

J. PRINTING & GRAPHIC ARTS EQUIPMENT

K. COMMUNICATIONS EQUIPMENT

L. COMPUTERS & RELATED EQUIPMENT

PERU

A. METALWORKING MACHINERY & EQUIPMENT

B. MATERIALS HANDLING EQUIPMENT & SYSTEMS

C. PLASTICS INDUSTRY MACHINERY & EQUIPMENT

D EARTHMOVING & MINING EQUIPMENT

E. ELECTRICITY GENERATING & SWITCHING EQUIPMENT

F. FOOD PROCESSING & PACKAGING EQUIPMENT

G. AGRICULTURAL MACHINERY & EQUIPMENT

H. PRINTING & GRAPHIC ARTS EQUIPMENT

I. BUSINESS EQUIPMENT & SYSTEMS

J. CHEMICAL & PETROCHEMICAL INDUSTRY EQUIPMENT

FOREGOING ARE PRODUCT CATEGORY TITLES ONLY. COMMERCE WILL PROVIDE FOR EACH A PRODUCT CATEGORY DESCRIPTION, I.E., A LIST DESCRIBING THE PARAMETERS OF THE PRODUCT TO BE RESEARCHED IN TERMS OF THE MAJOR PRODUCTS OR PRODUCT SUB-CATEGORIES CONSTITUTING IT. WILL INCLUDE APPROPRIATE SITC OR BTN STATISTICAL REPORTING CLASSIFICATIONS (FYI: REPRESENTATIVE DESCRIPTIONS BEING FORWARDED VIA INTERNATIONAL AIR MAIL OR APO AS EXAMPLES UNCLASSIFIED

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FOR USE IN BID SOLICITATION).

MARKET SECTORS

9. OBJECTIVE:

A. DEVELOP CREDIBLE, SUBSTANTIATED OVERVIEW OF AGGREGATE MARKET MAGNITUDE AND TRENDS THEREIN FOR GIVEN PRODUCT CATEGORY.

B IDENTIFY SPECIFIC PRODUCTS WITH MOST PROMISING SALES POTENTIAL.

C. IDENTIFY KEY MARKET CHARACTERISTICS WHICH FACILITATE, CONDITION OR IMPEDE IMPORT/SALE OF U.S. ORIGIN EQUIPMENT.

10. METHODOLOGY

A. INFORMATION IN PUBLIC DOMAIN TO BE DRAWN UPON, BUT PERSONAL INTERVIEWS ARE CENTRAL TO DATA GATHERING TO ASSURE THAT CURRENT, COMMERCIALY ORIENTED INFORMATION ANALYZED/REPORTED. TO PROVIDE DEPTH REQUIRED TO MEET SPECIFICATIONS, 15 INTERVIEWS JUDGED MINIMALLY NECESSARY FOR EACH MARKET SECTOR (E.G. END-USERS, AGENTS/DISTRIBUTORS, GOVERNMENT OFFICIALS, ASSOCIATIONS ETC.).

B. GENERAL ECONOMIC DATA TO BE MINIMIZED EXCEPT WHERE SUCH FACTORS ARE ADDUCED DIRECTLY TO SUBSTANTIATE OR EXPLAIN OTHER DATA OR CONCLUSIONS.

MARKET SECTOR STUDY OUTLINE

11. SUMMARY, CONCLUSIONS, RECOMMENDATIONS

A. STATEMENT SUMMARIZING RESULTS AND CONCLUSIONS OF STUDY TOGETHER WITH RECOMMENDATIONS RE: TYPES OF EVENTS MOST SUITABLE FOR USG PROMOTION OF PRODUCT CATEGORY OVER NEXT THREE YEARS.

12. MARKET DIMENSIONS/POTENTIAL

A. PROVIDE FOR EACH OF LAST THREE CALENDAR YEARS INCLUDING 1974 VALUE IN DOLLARS OF LOCAL PRODUCTION, IMPORTS AND EXPORTS OF AGGREGATE PRODUCT CATEGORY AND, THUS, ANNUAL APPARENT CONSUMPTION, UNCLASSIFIED

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I.E. PRODUCTION PLUS IMPORTS LESS EXPORTS. WHERE STATISTICAL DATA UNAVAILABLE OR IMPRECISE, ESTIMATES AND OR INTERPOLATIONS ACCEPTABLE BUT MUST BE SO IDENTIFIED. PROVIDE EXCHANGE RATES USED FOR DOLLAR CALCULATIONS.

B. PROVIDE U.S. SHARE OF IMPORTS FOR EACH OF LAST THREE YEARS EITHER IN DOLLAR TERMS OR AS PERCENTAGE OF TOTAL IMPORTS PRODUCT CATEGORY. ESTIMATE IF NECESSARY, BUT SO SPECIFY AND DISCUSS METHOD.

C. SPECIFY IMPORT MARKET SHARES OVER LAST THREE YEARS OF TWO TO THREE COUNTRIES WHOSE EXPORTS OF PRODUCT CATEGORY COMPETE MOST SIGNIFICANTLY WITH THOSE OF U.S.

D. PROVIDE FORECAST OF TOTAL APPARENT CONSUMPTION (MARKET SIZE) BY 1977, SPECIFYING DOLLAR VALUE OF PRODUCTION, IMPORTS AND EXPORTS. INDICATE PROBABLE U.S. SHARE OF IMPORTS BY 1977. PROVIDE RATIONALE UNDERLYING PROJECTIONS. FORECAST VALUES SHOULD BE EXPRESSED IN CONSTANT 1973 PRICES OR LATEST YEAR FOR WHICH VALUE MAGNITUDES ARE PROVIDED UNDER PARA. 11 (A), ABOVE.

13. OUTLOOK FOR U.S. SALES

A. IDENTIFY IMPORTED PRODUCTS LIKELY TO HAVE HIGHEST SALES POTENTIAL AND STATE MAJOR REASONS THEREFORE (E.G. TECHNICAL CHARACTERISTICS, REPUTATION, DELIVERY, PRICE AND RELATE TO END USER SECTOR DEVELOPMENTS AND REQUIREMENTS WHICH UNDERLY DEMAND FOR SUCH PRODUCTS PARTICULARLY).

B. DESCRIBE COMPETITIVE POSITION OF U.S. PRODUCTS IN MARKET VIS-A-VIS THOSE DOMESTICALLY PRODUCED OR IMPORTED FROM THIRD-COUNTRY SUPPLIERS.

END USER SECTOR ANALYSIS

A. IDENTIFY AND RANK ORDER IN IMPORTANCE, AS PURCHASERS, MAJOR END-USER SECTORS-INDUSTRIAL, INSTITUTIONAL AND GOVERNMENTAL.

B. CHARACTERIZE GENERAL TECHNOLOGICAL LEVEL OF OPERATIONS OF PRINCIPAL USER SECTORS AS MEANS OF ASSESSING SOPHISTICATION OF EQUIPMENT REQUIRED NOW OR OVER FORESEEABLE FUTURE.

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C. PORTRAY DIMENSIONS AND DYNAMICS OF AT LEAST ONE REPRESENTATIVE END-USER SECTOR, E.G., NUMBER ESTABLISHMENTS, FIXED INVESTMENT, MAGNITUDE AND TRENDS IN VALUE OF OUTPUT OR LEVEL OF SERVICES RENDERED, NAMES OF LEADING ESTABLISHMENTS.

D. DESCRIBE MAJOR SECTOR DEVELOPMENTS AND/OR GOVERNMENT PROGRAMS UNDERWAY OR ANTICIPATED WHICH DIRECTLY BEAR ON PROSPECTIVE DEMAND FOR PRODUCT CATEGORY, E.G., NATURE, DIMENSIONS, TIMING. IMPORTANT THAT CONTRACTOR EXAMINE AND PRESENT RELATIONSHIP BETWEEN PETROLEUM REVENUES AND PROSPECTIVE DEMAND, IF DISCERNIBLE, FOR PRODUCT CATEGORY.

15. PROFILE OF DOMESTIC MARKET

A. DESCRIBE BRIEFLY SIZE AND COMPOSITION OF DOMESTIC INDUSTRY PRODUCING PRODUCT CATEGORY AND MAJOR PRODUCTS PRODUCED. IDENTIFY LEADING MANUFACTURERS, AND RELATIVE IMPORTANCE IN MARKET.

B. SINGLE OUT AND ASSESS DUTY RATES, NON-TARIFF BARRIERS, PURCHASING POLICIES AND EXCHANGE AVAILABILITIES OR OTHER FACTORS WHICH BEAR SIGNIFICANTLY ON COMPETITIVENESS, OF U.S.-ORIGIN EQUIPMENT.

16. MARKET ACCESS DATA

A. DESCRIBE CUSTOMARY CHANNELS OF ACQUISITION AND/OR DISTRIBUTION OF IMPORTS OF PRODUCT CATEGORY.

B. LIST COMPLETE NAMES ADDRESSES AND SECTOR OF APPROXIMATELY 20 END-USER ESTABLISHMENTS.

C. LIST PRINCIPAL TRADE AND INDUSTRIAL ASSOCIATIONS RELATED TO PRODUCT CATEGORIES WITH FULL ADDRESSES.

D. PROVIDE AS SEPARATE APPENDIX TO REPORT LIST OF PERSONS INTERVIEWED, WITH NAME OF ESTABLISHMENT. THIS LIST WILL BE TREATED CONFIDENTIALLY BY USG.

CONDITIONS

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EACH MARKET SECTOR REPORT IS TO BE PRESENTED IN ACCORDANCE FOREGOING OUTLINE. TWELVE LEGIBLE, REPRODUCIBLE COPIES IN ENGLISH ARE TO BE DELIVERED FOR EACH PROFILE.

SCHEDULE: SHOULD A BIDDER BE AWARDED A CONTRACT FOR ONE COUNTRY SURVEY, ALL PROFILES ARE TO BE COMPILED AND SUBMITTED NO LATER

THAN 28 WEEKS FOLLOWING DATE OF CONTRACT SIGNATURE; IF CONTRACT FOR BOTH SURVEYS, 40 WEEKS. INITIAL PRIORITIES WILL BE SPECIFIED BY COMMERCE AT JUNCTURE ITS CONCURRENCE WITH PRODUCT CATEGORIES SELECTED.

PAYMENT: CONTRACTS ARE FIRM FIXED PRICE AGREEMENTS, INCLUDING ALL COSTS AND TAXES INCURRED BY OR TO WHICH CONTRACTOR SUBJECT. ADVANCE PAYMENTS PRECLUDED. HOWEVER, PROVISIONS OF REFAIR (B) MODIFIED TO PROVIDE THAT PROGRESS PAYMENT OF 25 PER CENT OF TOTAL CONTRACT PRICE TO BE MADE UPON APPROVAL OF FINAL PRODUCT CATEGORY SELECTION (PARA #5, ALONE), 25 PER CENT UPON RECEIPT OF A SATISFACTORY WRITTEN PROGRESS REPORT SUBMITTED TO CONTRACTING POST BY CONTRACTOR MID-WAY IN COMPLETION OF ALL SCHEDULED MARKET SECTORS 25 PER CENT UPON DELIVERY ALL STUDY AND 25 PER CENT OF TOTAL CONTRACT PRICE UPON COMMERCE APPROVAL AND ACCEPTANCE THEREOF.

CHRONOLOGY

PROPOSED DATE POST TRANSMIT MID SUMMARY CABLE-JUNE 18 AWARD CABLE TO POST-JUNE 21.

CONTRACT EXECUTION - JUNE 26.

REPORTS BECOME PROPERTY OF U.S. GOVERNMENT WHICH SHALL HAVE UNLIMITED RIGHTS IN SUCH DATA. CONTRACTOR SHALL NOT COPYRIGHT THE MATERIALS NOR SHALL DATA BE PUBLISHED OR OTHERWISE BE MADE AVAILABLE TO OTHERS WITHOUT EXPRESS APPROVAL OF THE GOVERNMENT. CONTRACTOR SHALL GRANT GOVERNMENT ROYALTY-FREE, NONEXCLUSIVE AND IRREVOCABLE LICENSE TO PUBLISH, TRANSLATE, REPRODUCE, DELIVER, PERFORM, DISPOSE OF AND TO AUTHORIZE OTHERS SO TO DO, ALL DATA COVERED BY COPYRIGHT. NO SUCH COPYRIGHT DATA SHALL BE INCLUDED IN THE TECHNICAL DATA FURNISHED WITHOUT WRITTEN PERMISSION OF THE COPYRIGHT OWNER FOR THE GOVERNMENT TO USE THE COPYRIGHTS DATA IN MANNER DESCRIBED ABOVE.

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BID PROPOSAL OPTIONS: EACH BIDDER MAY BID ON ONE OR BOTH COUNTRY SURVEYS. IF A FIRM BIDS FOR BOTH IT MUST PROVIDE A SEPARATE PRICE QUOTATION FOR EACH REPRESENTING PRICE IF IT WERE TO BE AWARDED ONE SURVEY. IN ADDITION TO SEPARATE COUNTRY SURVEY QUOTATIONS, FIRMS MAY ALSO OFFER SINGLE PRICE FOR BOTH IN EVENT IT AWARDED BOTH SURVEYS, SHOULD SUCH PRICE BE LESS THAN TOTAL OF ITS SEPARATE SURVEY BIDS.

IN CONSIDERATION OF WORK TO BE ACCOMPLISHED AND BUDGET AVAILABILITIES, BIDS WITHIN A RANGE OF \$20,000 TO \$25,000 PER COUNTRY SURVEY ARE EXPECTED TO BE IN THE AREA OF CONSIDERATION. BIDS SHOULD BE ACCEPTED ONLY UNDER PROVISION THAT AWARDS WILL BE SUBJECT TO THE AVAILABILITY OF APPROPRIATED FUNDS.

IN ACCORDANCE WITH REFAIR (A), POSTS REQUESTED TO SUMMARIZE

WRITTEN BID PROPOSAL IN CABLE PROVIDING ESSENTIAL ELEMENTS THEREOF, BUT AT MINIMUM BID PRICE, BIDDER QUALIFICATIONS FOR TASK, NUMBER OF INTERVIEWS PROPOSED PER SECTOR STUDY AND POST RECOMMENDATION. WHERE POST PRACTICE PERMITS, IT IS GENERALLY REFERABLE TO EXECUTE CONTRACTS IN LOCAL CURRENCY. BIDDERS SHOULD IN ANY EVENT BE INFORMED OF CURRENCY (LOCAL OR U.S.) IN WHICH CONTRACT WOULD BE EXECUTED AND REQUESTED TO OFFER BIDS IN THAT CURRENCY. IF BIDS THUS OBTAINED IN LOCAL CURRENCY, POST SHOULD IN SUMMARY CABLE PROVIDE BOTH LOCAL CURRENCY BID AND DOLLAR EQUIVALENT CALCULATED AT EXCHANGE RATE WHICH IT PROPOSES BE USED FOR ISSUANCE DOLLAR BUDGET AUTHORIZATION.

ONE COPY BID PROPOSAL DOCUMENTS SHOULD BE FORWARDED VIA AIR MAIL TO COMMERCE ATTENTION OIM/PD/RCS-216.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 27 JUL 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE123124
Document Source: ADS
Document Unique ID: 00
Drafter: CGENDREAU:OIM/PD/RCS-216
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D740150-0386
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740688/abbryznc.tel
Line Count: 396
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 8
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) STATE A-1716, FEB. 18, 1972, (B) STATE A-891, JAN. 27, 1972
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUL 2002 by phillir0>; APPROVED <10 JAN 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH GENERAL MARKET SURVEY: ECUADOR & PERU
TAGS: BEXP, VE, PE, EC
To: CARACAS
LIMA
QUITO INFO MEXICO BY POUCH
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005